

Crompton Greaves Consumer Electricals Limited

Registered & Corporate Office:

05GBD, Godrej Business District, Pirojshanagar,

Vikhroli (West), Mumbai 400079. India

Tel: +91 7304575254

W: www.crompton.co.in CIN: L31900MH2015PLC262254

Email: crompton.investorrelations@crompton.co.in

Date: May 13, 2026

To, BSE Limited ("BSE"), Corporate Relationship Department, 2 nd Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai – 400 001.	To, National Stock Exchange of India Limited ("NSE") Exchange Plaza, 5 th Floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051
BSE Scrip Code: 539876	NSE Symbol: CROMPTON
ISIN: INE299U01018	ISIN: INE299U01018
Our Reference: 20/2026-27	Our Reference: 20/2026-27

Dear Sir/Madam,

Sub: Investor Presentation- Revised

This is in continuation of our earlier letter regarding Investor Presentation dated May 13, 2026.

In this regard, please find enclosed herewith revised Investor Presentation for the same.

You are requested to take the same on your record.

Thanking you,

For Crompton Greaves Consumer Electricals Limited

Kaleeswaran
Arunachalam

Digitally signed by
Kaleeswaran Arunachalam
Date: 2026.05.13 20:37:44
+05'30'

Kaleeswaran Arunachalam
Chief Financial Officer

Encl: as above

Crompton

Butterfly
celebrating change



Q4 FY26 Investor Presentation

13th May 2026

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Journey across categories: Strong track record of entering and scaling up in new products to achieve leadership position



World's No.1 Ceiling Fan's Brand

#3 player in Lighting

#1 in Residential Pumps

#1 Water Heaters Brand on E-com; #2 Air coolers in E-com

Top 3 Kitchen Brand

Among Fastest growing players

World's No.1
Ceiling Fan's Brand
Indian Icon, Global Leader

India No.1

Fans

INDIA'S TRUSTED BRAND FOR 85+ YEARS

Lighting

#1 Player Resi Pumps
Top 3 Resi Pumps

Residential Pumps

Pumps

LDA

TOP 5 in India → **TOP 3 in India**
Progressed from Top 5 to Top 3 in India

Butterfly Acquisition

Kitchen

Growing Solar Rooftop Installations

Solar Pumps Presence
Maharashtra Rajasthan Haryana

Solar Pumps & Rooftops

TAM (Rs. Cr.) >15k

>22k

Resi >4k

Agri >3.5k

>7k

>25k

>50k

Pre- 2016

2023

2025



Extend leadership positions



Increase TAM in Right-To-Win segments



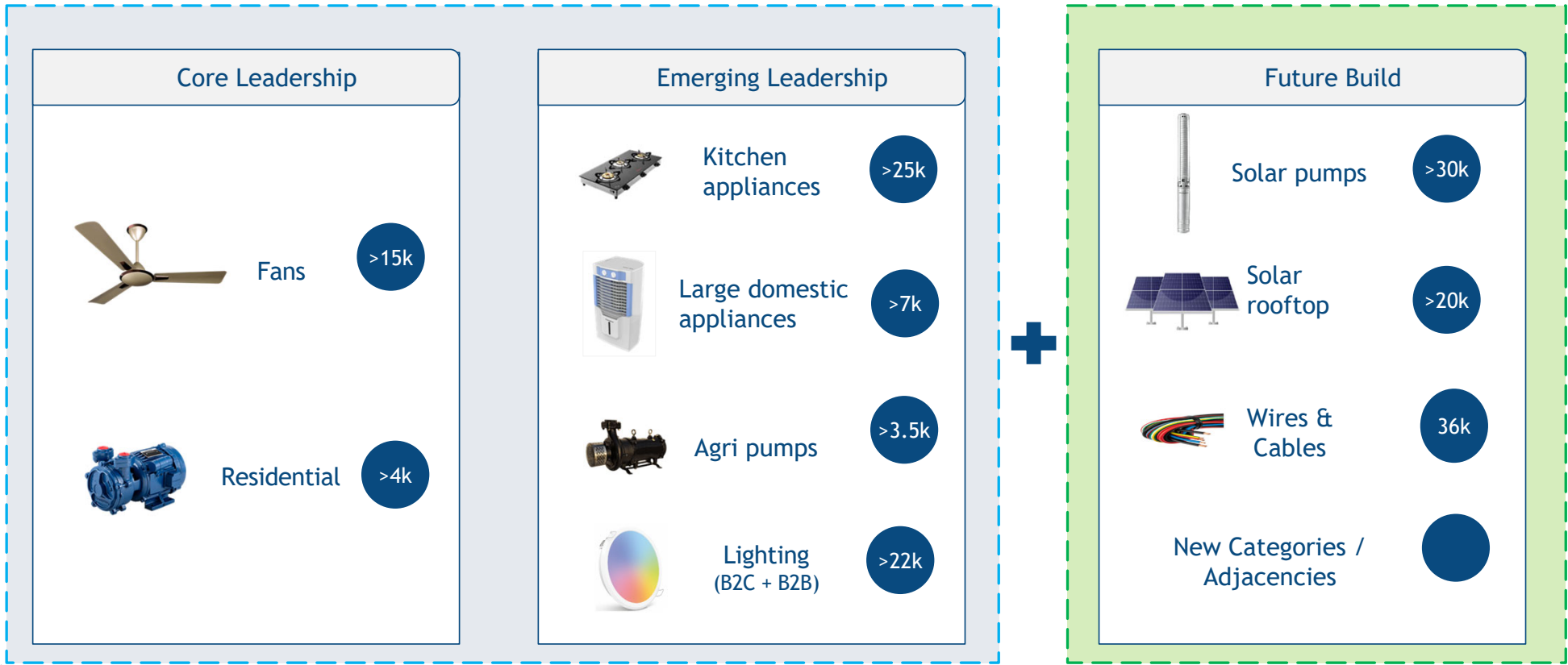
GTM Excellence Brand Legacy



Expanding Total Addressable Market (TAM): Reinforcing market leadership in core categories; Rising leader in emerging categories and Foray into new growth categories



TAM (Rs. Cr) 75k – 80k → 160k – 200 k



Wires & Cables: Successfully launched 'Crompton Armor' in Mar'26, with retail rollout in select cities; Clocking revenues within ~60 days of announcement



Consumer Insights

- Frequent upgrading of electronics in homes requiring higher power
- Fire safety concerns
- Extreme temperatures
- Replacement cycle is extremely long

Product differentiation



Crompton Armor



Range of premium insulated electrical wires designed for modern homes

Right to Win



Deep insights into future needs of consumer durables space



Brand equity to leverage shift towards organized players

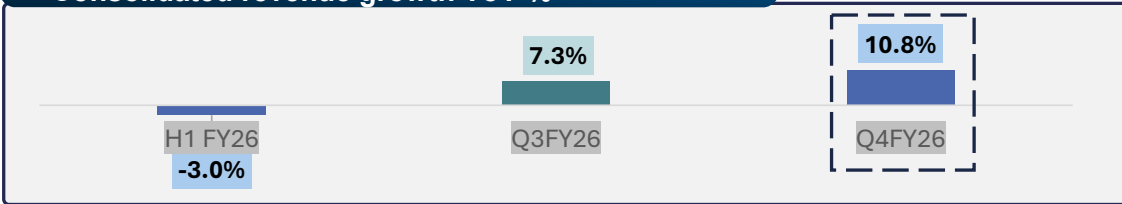


Strong distribution network and GTM Excellence

FY26 Highlights (Consolidated): Strong sequential recovery with solid double-digit growth in Q4 led by Industry leading growth in lighting and Butterfly



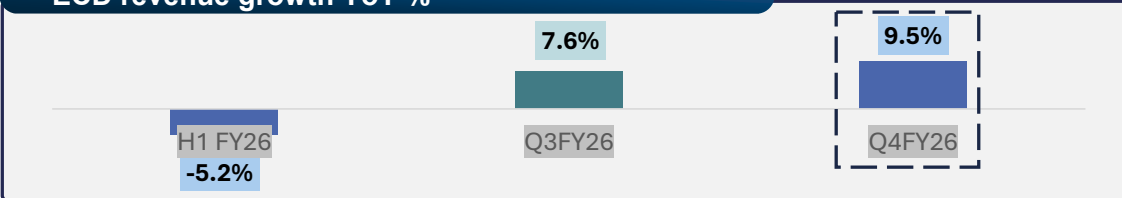
Consolidated revenue growth YoY %



1

Industry leading growth delivered by Lighting and Kitchen appliances for Q4FY26

ECD revenue growth YoY %



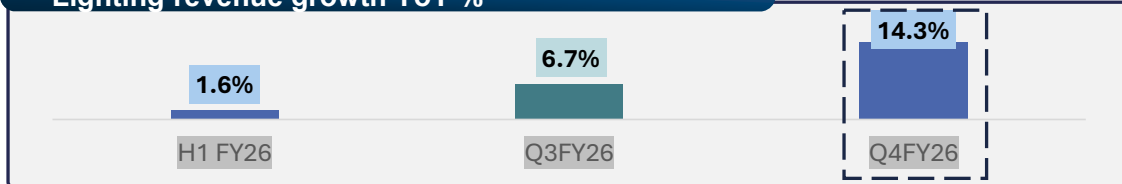
2

Lighting delivered peak annual revenue - its strongest annual performance in six years

3

Undertook multiple price hikes to offset the cost pressures that persisted through the year

Lighting revenue growth YoY %



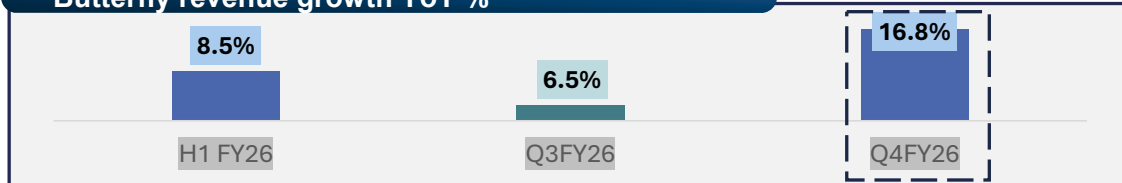
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Successful and smooth transition to BEE 2.0 without any business interruption

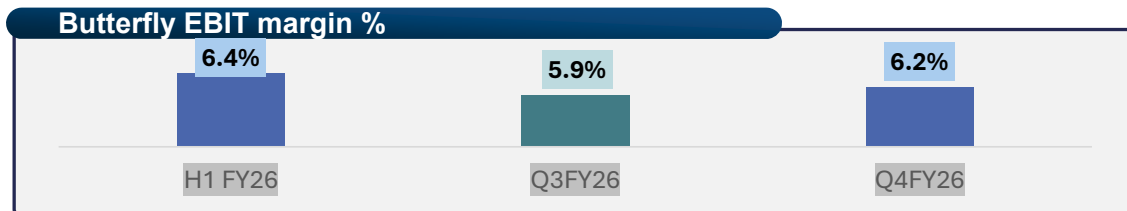
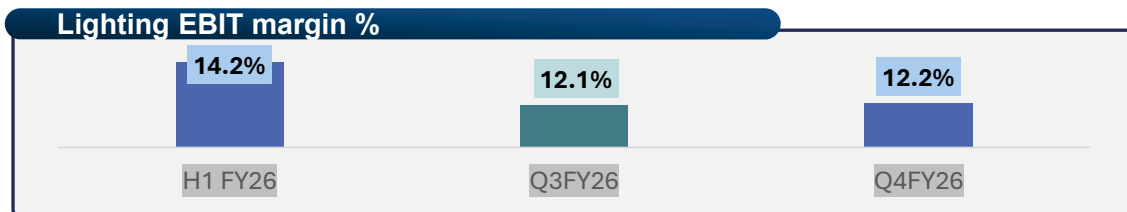
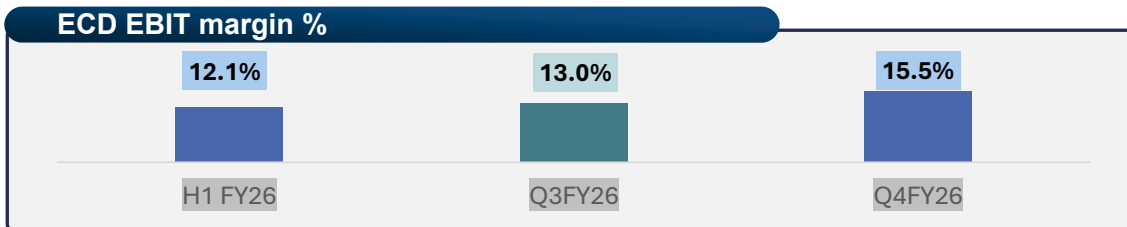
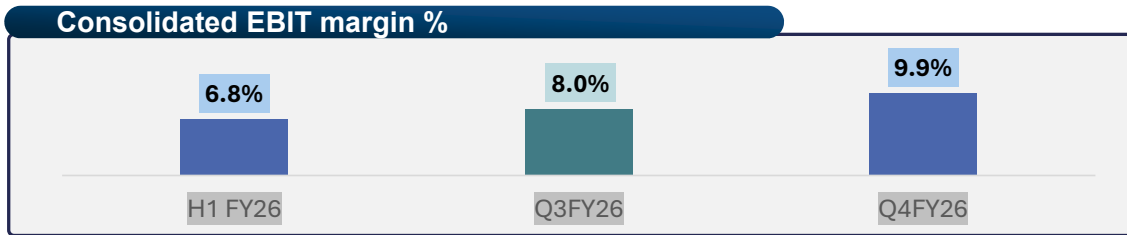
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Strong exit momentum in closing quarter, followed by ongoing heatwaves expected to support future performance

Butterfly revenue growth YoY %

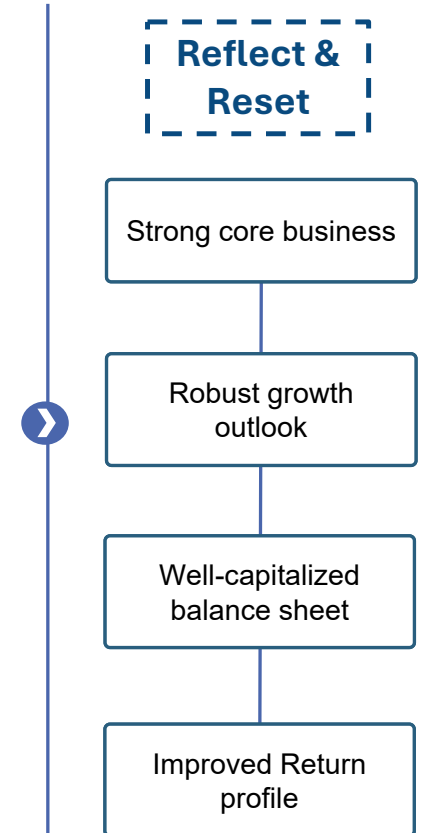
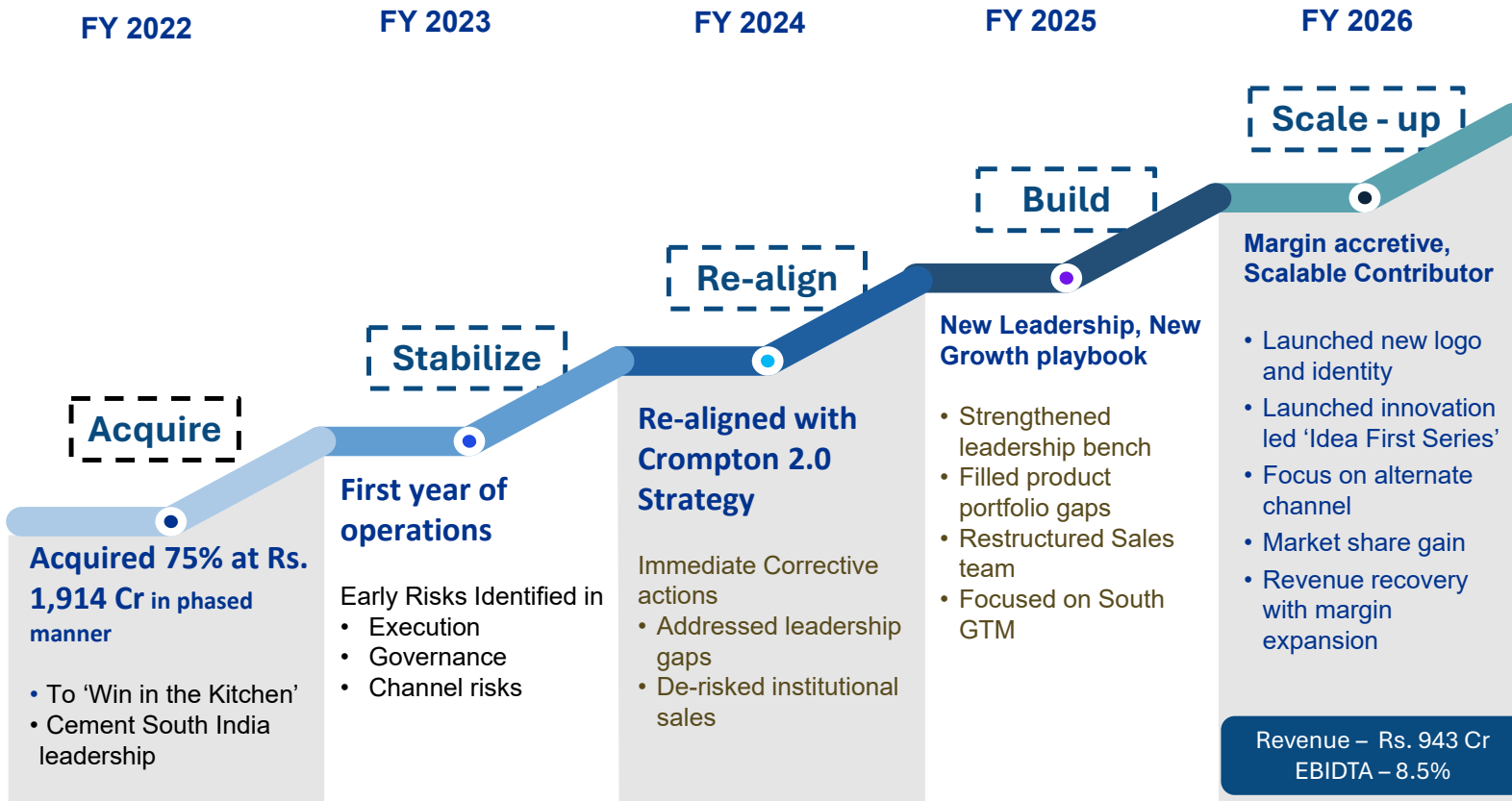


FY26 Highlights (Consolidated): Strong improvement in margins with pricing and other interventions to address cost volatility



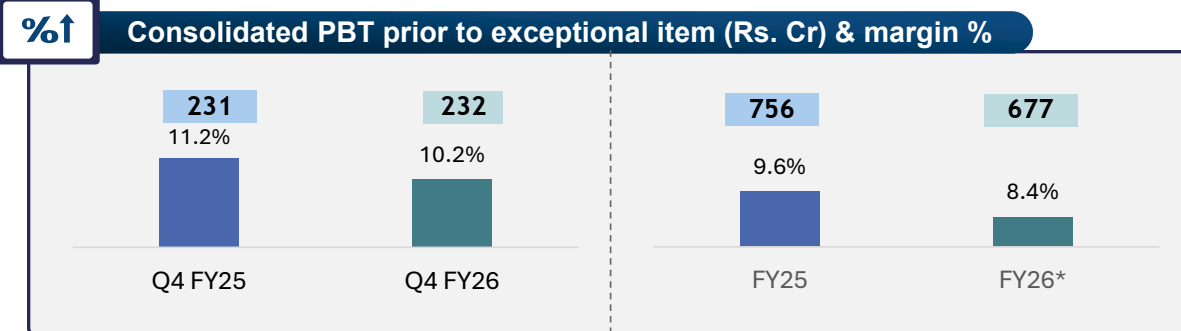
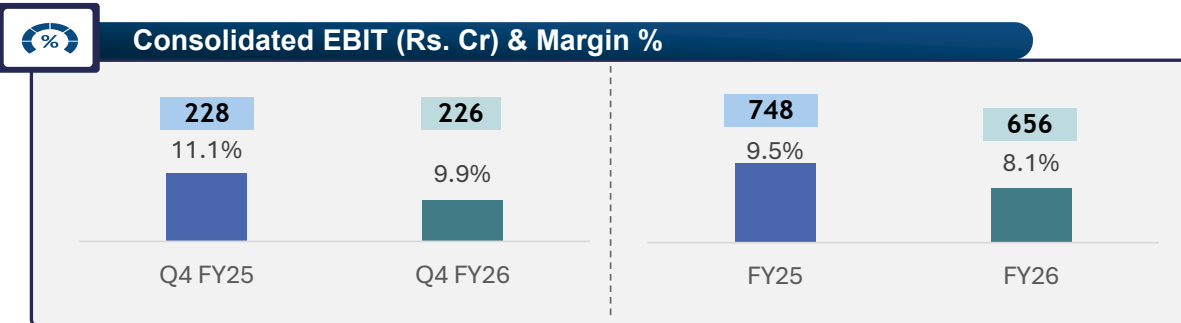
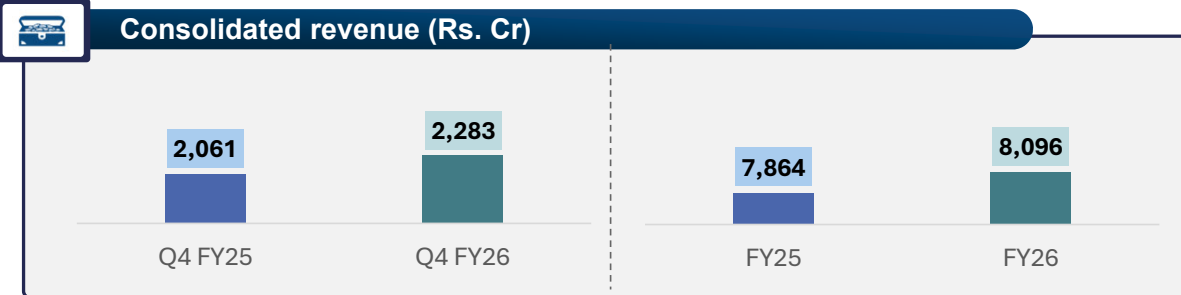
- 1 Calibrated price hikes undertaken across key categories to offset the input cost pressures
- 2 Cost reduction initiatives aided by Unnati project helped to recover margins
- 3 Operating leverage kicks in H2, enabling better absorption of fixed cost
- 4 Steady performance in butterfly at both revenue & margin level supported enhanced consolidated performance

Cleaner foundation for value creation: Strategic Reset to unlock long term value through Butterfly business – poised for growth coupled with a leaner consolidated Balance sheet



Undertook an impairment charge of Rs. 716 Cr in Q4FY26 to reflect value in use of Butterfly business.

Q4 Highlights (Consolidated): 11% revenue growth with strong recovery across segments; Robust EBITDA margins at 11.9% despite sustained cost pressures



Q4 Financial Highlights

- Revenue grew by 10.8% YoY driven by growth across all segments
- EBITDA margin stood at 11.9%, impacted by increased commodity costs and other expenses, partly offset by cost optimization initiatives
- Undertook pricing actions across categories
- Maintained PAT (excl. exceptional item) at Rs. 172Cr

Q4 Operational Highlights

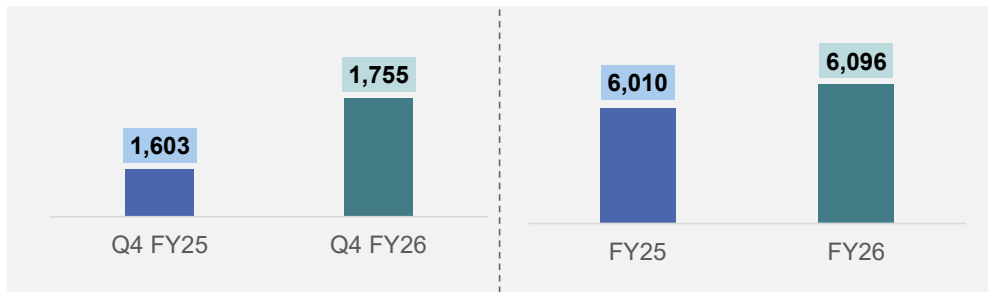
- 100% compliant to BEE 2.0 norms from 1st Jan 2026 without any business disruption
- LPG supply constraints boosted demand for electric cooking category such induction cooktops, kettles, electric cookers, etc.
- Successfully launched residential wires *Crompton Armor* in Tamil Nadu and Karnataka markets, leveraging brand and strong distribution network
- Solar rooftop execution continues well

Public: Exceptional items pertain to Baroda plant restructuring costs of Rs. 20 Cr in Q2FY26; new labour code of Rs. 20 Cr in Q3 FY26 and Rs.716 Cr in Q4FY26 towards impairment of investment in Butterfly Gandhimathi.

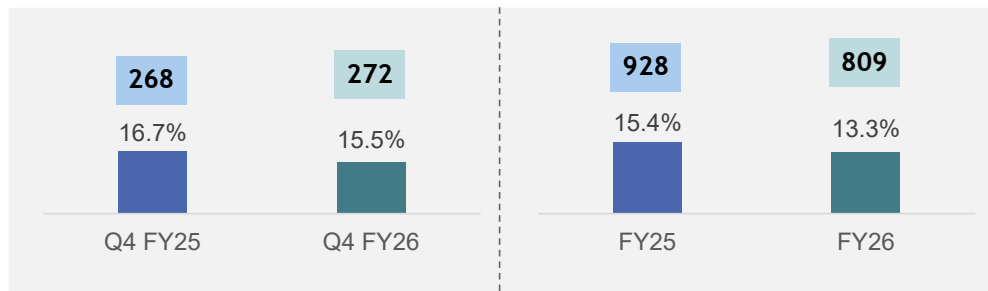
ECD: Revenue growth rate gaining momentum, registering double digit growth across product categories led by pumps, SDA and fans; Solar rooftop ramp-up progressing well

Performance

Consolidated ECD Revenue (Rs. Cr)



Consolidated ECD EBIT (Rs. Cr) & Margin %



Q4 FY26 Highlights

1 Fans

- Sequential improvement in fans performance; supported by strong BLDC growth with highest ever volumes in Mar'26
- Pricing action undertaken to counter cost pressures; further price increases underway to mitigate cost inflation

2 Pumps

- Segment recorded double-digit growth, driven by robust performance in residential, agri and solar pumps
- Gained market share across categories
- Launch of New V4 Magna Series in agri pumps
- Rolled out AI-generated Holi film, to drive brand lift

3 Appliances

- Strong double-digit growth in SDA; Air fryers and induction cooktops grew multifold;
- Steady expansion of market share in mixer grinder category
- Water heaters remained a Top 3 brand All India in General Trade
- Readiness initiatives underway for upcoming water heater star rating revision effective from 1 July 2026

4 Large Kitchen Appliances

- Launch of India's most powerful chimney campaign across markets

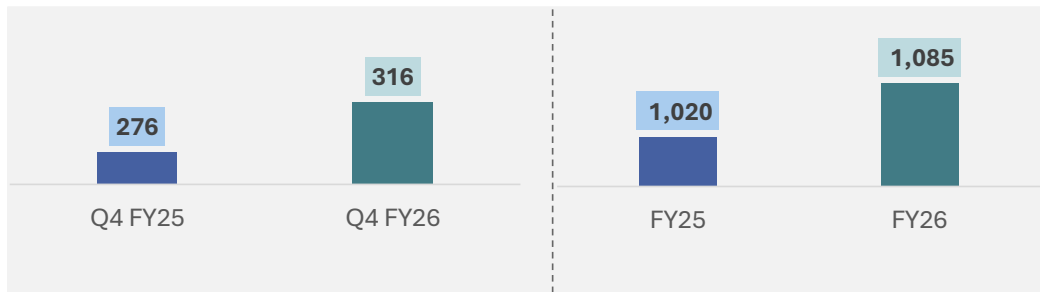
5 Solar Rooftops

- Continued execution of existing projects
- Phased city-wise retail rollout commencing Apr'26 across select cities

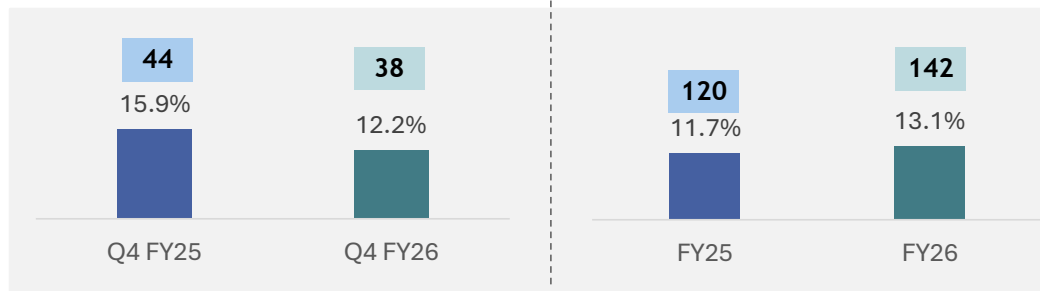
Lighting: Industry leading revenue growth of ~14%, propelled by B2C and B2B along with continued superior margin delivery; Residential wires launched in southern markets

Performance

Consolidated Lighting Revenue (Rs. Cr)



Consolidated Lighting EBIT (Rs. Cr) & Margin %



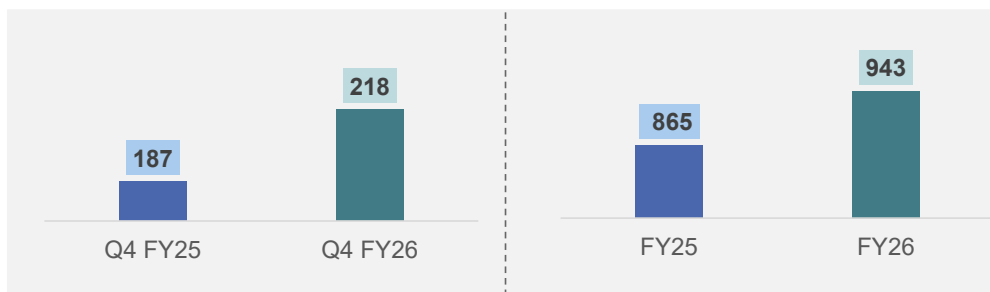
Q4 FY26 Highlights

- 1 Revenue driven by strong double-digit growth in volumes in both B2C and B2B segments
- 2 Delivered highest annual revenue in the last 6 years
- 3 **B2C**
 - Growth was primarily driven by street / flood lights, battens and accessories
 - High-Impact campaign executed in key markets with an AI generated Film . Collaboration with Dinesh Karthik during the key matches of the T20 WC.
 - Strong launch pipeline in place
- 4 **B2B**
 - Strong double-digit growth witnessed in industrial, commercial, flood, street and indoor

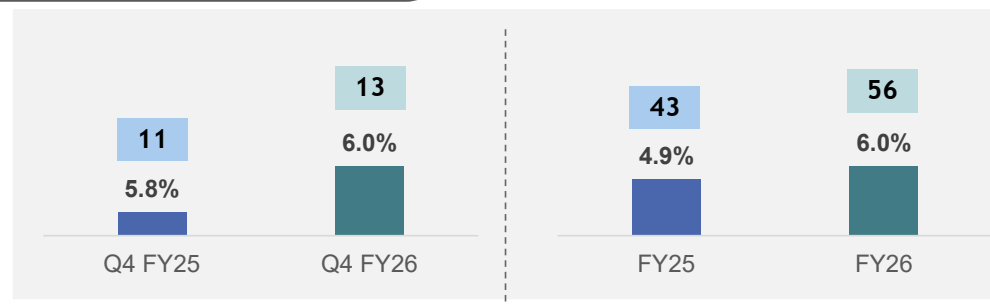
Butterfly: Strong revenue trajectory continues with 17% growth rate led by all categories; Margin expansion led by gradual improvement in product mix

Performance

Revenue (Rs. Cr)



EBIT (Rs. Cr) & Margin %



Q4 FY26 Highlights

- 1 Revenue at Rs. 218 Cr, growth of 17%**

 - Cookers and gas stoves continue to drive growth
 - Gas stoves sales through general trade recorded best ever quarter
 - Idea First Series continues to perform well with significant contribution to revenue
 - Implemented price increases across online and offline channels to realign value proposition
 - Increased adoption of electric cooking appliances driven by LPG supply constraints
- 2 EBITDA of Rs. 20 Cr, grew by 20% YoY**

 - EBITDA margin expanded by 20 bps YoY to 8.9% led continued cost initiatives
- 3 EBIT grew by 19% YoY; EBIT Margin at 6.0%**
- 4 Relunched breakfast series in March 2026: Introduced Sandwich Maker and Electric Kettle**

Crompton 2.0: Key tenets to drive future growth



Crompton 1.0

- Pole position in core categories
- Successful foray into the kitchen
- Innovation capability built
- Extensive pan-India distribution
- Profitability led

Crompton 2.0

- Enabled & empowered organization
- Consumer need led innovation
- Premiumization of the portfolio
- Supply chain excellence (quality, cost)
- GTM excellence (trade & alt. channel)
- Digital enablement across the value chain
- Profit led



Premiumization



Go-To-Market Excellence



Brand Investments



Innovation

Crompton

- Premium saliency in fans led by improvement in BLDC share as well as better adoption of premium induction
- Strong growth across channels
- Alternate channel contributed 16% to revenue
- Rolled out pan-India campaign to announce Crompton as the World's No.1 Ceiling Fan Brand
- Partnered with Dinesh Karthik during key matches of T20 World Cup
- Launched fully AI generated digital film on Holi for pumps; Capitalized World cup final moment with AI-based Ameo Fresh Nutri Blender film
- 57 new projects launched across categories
- New launch led by award winning Fluido Wave IOT, Caelum BLDC, Elevate BLDC, NHA1 Streetlight, Ameo Fresh, Pyra Matt glass Gas Stove

Butterfly

- Strong market acceptance of the Idea First Series continues to drive premiumization momentum
- All B2C channels grew in double digit with E-Com & alternate channels leading
- MOR growth driven by both expansion and depth
- Continued visibility drives undertaken at retail outlets
- Active participation in expos across south and west
- Building a strong Idea First pipeline to reduce consumer friction & pain point

Environment Scan



Global Impact

Steady Global Environment: Global growth projected at ~3.2% in 2027, below the historical average of 3.7%, advanced economies ~1.7%, emerging markets & developing economies >4% signaling a stable but subdued demand environment as geopolitical risks persist

Inflation Easing : Global headline inflation expected to increase to 4.4% in 2026 and decline to about 3.7% in 2027, reflecting upward revisions amid ongoing geopolitical conflicts resulting in energy-price pressures




India's Macroeconomic Landscape

Resilient Growth: India's real GDP projected at ~6.4% in FY27, supported by robust rural-urban consumption and supportive policy tailwinds, while geopolitical tensions and commodity volatility pose downside risks

Easing Inflation: CPI remains contained despite a sequential uptick, with muted core inflation and wage pressures. Imported input and West Asia-driven energy risks persist; FY27 CPI projected at ~4.6%

External Position: Uneven external demand saw services strengthen partly cushioning trade weakness, amid geopolitical risks, commodity price swings and supply-chain constraints.



Consumption Trends

Urban Demand: Private consumption led demand, supported by urban strength, steady credit growth and monetary easing, boosting discretionary spends

Rural Recovery: Rural consumption momentum continues, led by affordability-driven demand, increased adoption of value focused offerings, supported by GST rate cuts

Summer Tailwinds : IMD projects drier southwest monsoon, with an increase in heatwave during April-June, lifting cooling-appliance demand. New launches, financing offers and channel push expected to drive strong volumes despite price hikes

Consumer Durables Industry: Domestic demand and growing consumer preferences for efficient products are shaping the industry, despite inflationary and regulatory challenges



Evolving landscape in 2026

- **BEE Ratings Upgrade** - Raise manufacturing standards and deliver substantial consumer energy savings to compel brands to invest in engineering and product-lifecycle practices
- **EPR Mechanisms** - Create a reverse ecosystem for sustainable, compliant product design
- **Adoption of AI and IoT** – Transforming consumer durables, driving demand for smart, connected appliances and enhancing convenience

Drivers Supporting Growth

- ❖ **Shorter replacement cycles**
- ❖ **Premiumization**
- ❖ **Omni-channel availability**
- ❖ **Tech innovations**
- ❖ **Growing availability of consumer financing**
- ❖ **Increasing demand for green and sustainable products**



INR 3 trillion
Projected market size
FY29



4th
Largest global market
by FY27



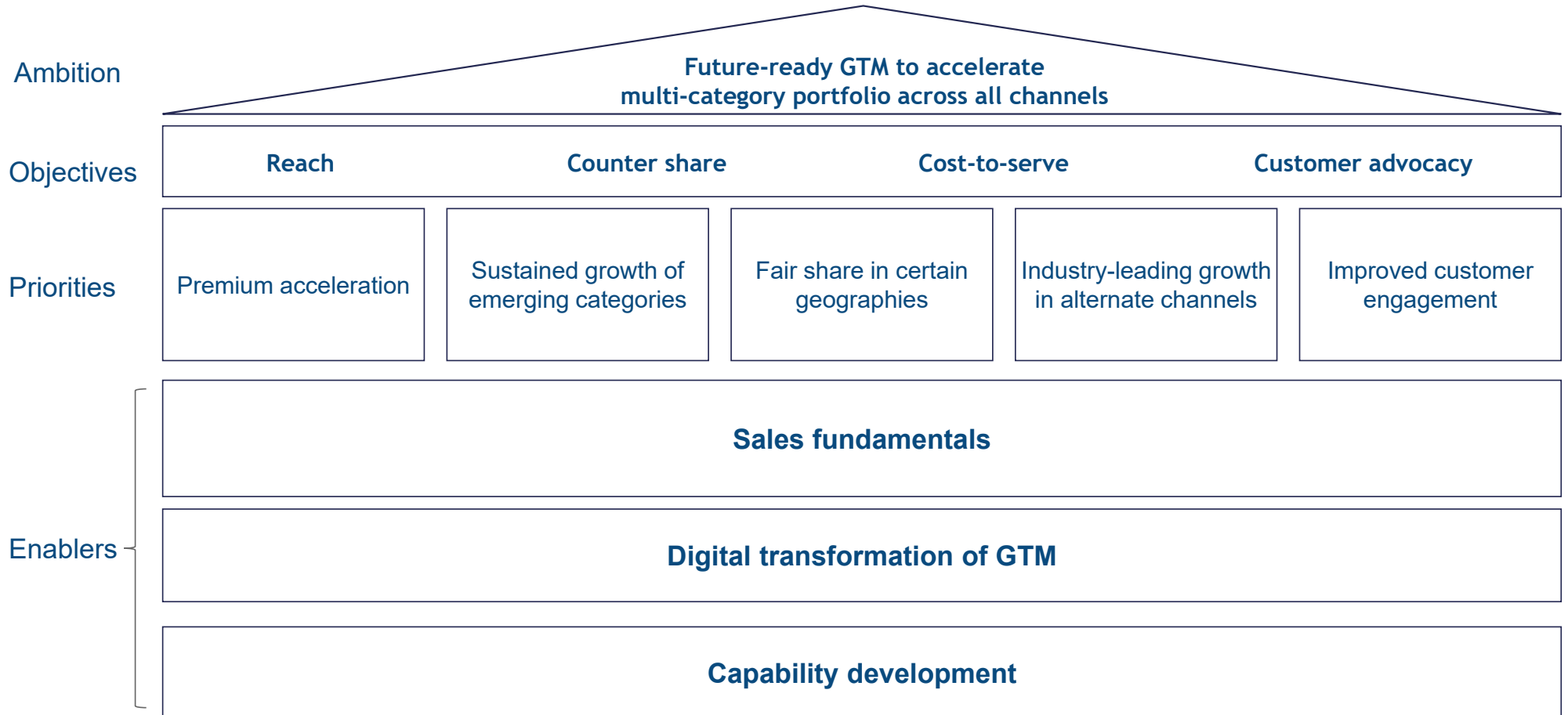
11% CAGR
Indian consumer durable
sector growth (FY24-29)



0.6%
Contribution to GDP as
of FY25

Sustainable Value Creation

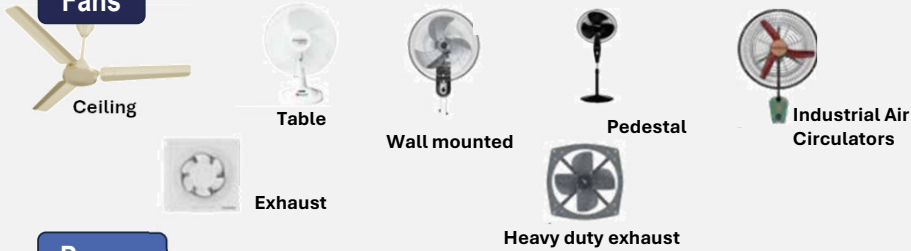
Transforming GTM Approach: Embarked on a GTM transformation journey to further strengthen our strategy distribution, guided by insights from a strategic study conducted by BCG



Product Portfolio



Fans



Pumps



Lighting



Wires & Cables



Large Domestic Appliances



Small Domestic Appliances



Large Kitchen Appliances



Butterfly



New product launches in Q4 FY26

Crompton
Butterfly

Jazz BLDC remote 48" & 36"

Sub Eco BLDC category product which can be operated through the remote. New aesthetics



Wavestar AL Needle Winding (Pedestal & Wall Fan)

New aesthetics

Needle winding motor



Standard & subeco new colors - Blue/Grey, Matte Black & New Brown

New colors in standard and sub-eco category



Horizontal OW Agri revamp_Phase 2

High-grade stamping lowers losses, improves efficiency
Prefilled motor dissipates heat.
Resists corrosion & longer life.
Wide Voltage Range 160-240V.



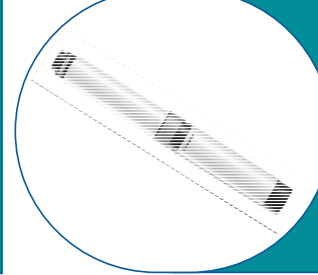
Aquaboo Controller development : AB-15I

Pressurized-tap water/ Pipe-leak detection/ Anti-jam sensor/ dry-run protection with auto-restart/ LED pump/power/fault indicators/ inbuilt NRV



V4 Resi Dura 1.0_P4

Super Cool LCD Motor
Sand fighter design & Energy efficient complying to BEE.
Corrosion resistance & longer life. Wide Voltage Range 160-240V.



800 Watt plastic body Quartz heater

Two sets heating Elements
Stainless steel reflector
Automated switch off in case of fall
Shock proof body
Handle for easy movement



Ozone PAC_CMF Change(30L,45L)

Motor with overload protection
Everlast pump
High density honeycomb pad



Aura DAC_CMF Change(70L,90L,110L)_Aura Neo

Motor with overload protection
Everlast pump
High density honeycomb pad
Auto fill float valve



New product launches in Q4 FY26



Stabilizer wave -2

Wide Range: Models for ACs & LED TV.
Advanced Protection: Low & high voltage cutoff, thermal overload protection



Highbay

Wattages Range - 80 to 250w
Better and wider throw of light
Low-cost solution
Specially designed for warehouses, cement industry, Metro stations



NHAI Streetlight 300-350w

Modular design
Range 300, 350w
Specially designed for 4 Lane, 6 Lane highways
Compliance with terms of govt tenders for NHAI highways



Higher HP Sewage Pump Phase1 - 10/15HP

Dry-winding 4-pole submersible motor.
Handles solids up to 40 mm
Single-channel non-clog impeller double-seal; energy-efficient.



200W Tab light

Extra Bright Output - 100 lumens per watt for powerful illumination
IP65 Water Resistance - Built to withstand the elements
Shatter-Proof Diffuser - Tough build for long-lasting use



Cool Touch Kettle

Beverage Preparation
Safe to handle
Energy Efficient



Sandwich Griller

Sandwich Toaster
Griller
Grease & Crum Collector
Non-Stick - Easy to clean
Energy Efficient



Ameo Fresh

Unique Design & CFM; Versatile Attachments for all Blending, Juicing, Chopping



Pyra Matt glass Gas stove

8 MM Matt finish Black glass.
Designer Tornado Burners
Heavy duty pan support with flame guard.

Marketing: High-Impact, AI-Led Brand Building at Scale in Q4

“World’s No.1” Ceiling Fan

- **Campaign rollout:** Full pager national print + sports integrations, delivering 355+ PR coverages
- **Channel & retail push:** 6 lakh+ WhatsApp/email outreach backed by strong in-store POS & packaging visibility



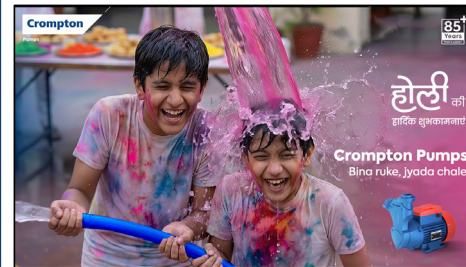
Lighting: AI-Led Brand Salience at Scale

- **AI-powered visibility:** Rolled out Crompton’s first 100% AI-generated lighting film, amplified via T20 WC with Dinesh Karthik, delivered 65 Mn+ views
- **High-impact reach:** Activated 150+ premium OOH, 100+ cinemas, 8+ print inserts, and 10 Mn+ digital reach (4+ freq) across South markets



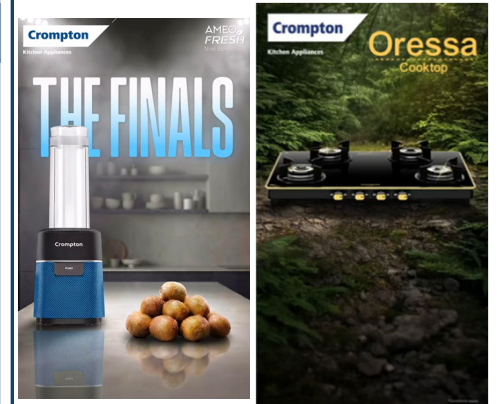
“Crompton Pumps: Bina Ruke, Zyaada Chale”

- **AI-led festive launch:** Rolled out a fully AI-generated Holi film, achieving 7.5 Mn reach at 2+ frequency
- **Earned amplification:** Secured 50+ PR coverages across national and regional media



Kitchens: Power & Moments

- **Category leadership push:** Drove visibility for India’s Most Powerful Chimney via digital + OOH across Pune, Delhi & Bengaluru
- **Moment-led scale:** Leveraged World Cup Final with AI-based Ameo Fresh Nutri Blender film, delivering 32 Mn+ views



ESG Rating | India No.1 & Global Top-Tier Performer in household durables



CSA Score-2025 : 71/100

GICS Sector: Consumer Discretionary ESG Score Industry: DHP Household Durables

S&P Global



S&P Global
Crompton Greaves Consumer Electricals Limited
Household Durables
Sustainability Yearbook Member
Corporate Sustainability Assessment (CSA) 2025
71/100 | Score date February 11, 2026

NSE Sustainability Ratings & Analytics
ESG Rating **73**
Leader
Category: Consumer Discretionary
Rating Scale: Lagging (0) to Leader (100)
Crompton Greaves Consumer Electricals Limited
Last Updated: 8th Dec-2025

Ranked No 1st in India & 4th amongst Global Peers in Household Durables Industry



Achieved Rating "B" for Both Section Climate & Water

Section	Reporting Year & Rating	
	2024	2025
Climate	C	B
Water	B	B

Crompton Standalone Financial Performance



Rs. Cr

Particulars	Q4 FY26	Q4 FY25	Y-o-Y	Q3 FY26	Q-o-Q	FY26	FY25	Y-o-Y
Net Sales	2,083	1,879	10.9%	1,659	25.5%	7,193	7,028	2.3%
Less: Material Cost	1,441	1,251	15.2%	1,143	26.1%	4,977	4,762	4.5%
Material Margin	642	627	2.4%	516	24.4%	2,217	2,266	-2.2%
as a % of Net Sales	30.8%	33.4%		31.1%		30.8%	32.2%	
Employee Cost	146	144	1.4%	139	5.0%	564	535	5.4%
Advertisement & Sales Promotion	48	57	-15.5%	48	0.2%	233	256	-8.9%
Other Expenses	195	178	9.5%	155	25.7%	673	644	4.5%
EBIDTA	253	248	1.9%	174	45.3%	746	831	-10.2%
as a % of Net Sales	12.1%	13.2%		10.5%		10.4%	11.8%	
Less: Depreciation & Amortization	27	23	17.3%	26	2.7%	102	84	21.5%
EBIT	226	225	0.3%	148	52.8%	644	747	-13.8%
as a % of Net Sales	10.9%	12.0%		8.9%		9.0%	10.6%	
Less: Finance Cost	9	12	-23.1%	8	13.0%	42	55	-23.6%
Add: Other Income	14	16	-14.6%	11	24.0%	62	64	-2.9%
Less: Exceptional Items	716	0		18		755	0	
Profit Before Tax	-485	229	-311.5%	132	-466.4%	-91	756	-112.0%
as a % of Net Sales	-23.3%	12.2%		8.0%		-1.3%	10.8%	
Profit Before Tax (excl exceptional item)	231	229	0.5%	151	52.8%	664	756	-12.1%
as a % of Net Sales (excl exceptional item)	11.1%	12.2%		9.1%		9.2%	10.8%	
Tax Expenses	51	59	-12.7%	34	50.3%	152	192	-20.8%
Net Profit	-537	171	-414.8%	98	-646.4%	-243	563	-143.2%
as a % of Net Sales	-25.8%	9.1%		5.9%		-3.4%	8.0%	
Net Profit (excl exceptional item)	171	171	0.1%	112	52.5%	493	563	-12.4%
as a % of Net Sales (Excl exceptional item)	8.2%	9.1%		6.7%		6.9%	8.0%	
Basic EPS	(8.34)*	2.65*		1.53*		-3.78	8.75	

Q4 Highlights

- Revenue momentum strengthened in Q4, with growth of 10.9% YoY, and sequential growth of 25.5% QoQ
- Material margin at 30.8% impacted by persistent cost pressures offset partially by price hikes
- EBITDA margin at 12.1%
- PAT (excl. exceptional item) at Rs. 171 Cr, with margin at 8.2%

Public Note: Exceptional items pertain to Baroda plant restructuring costs of Rs. 20 Cr in Q2FY26, new labour code of Rs. 18.4 Cr in Q3 FY26 and Rs.716 Cr in Q4FY26 towards impairment of investment in Butterfly Gandhimathi.

Crompton Consolidated Financial Performance



Rs. Cr

Particulars	Q4 FY26	Q4 FY25	Y-o-Y	Q3 FY26	Q-o-Q	FY26	FY25	Y-o-Y
Net Sales	2,283	2,061	10.8%	1,898	20.3%	8,096	7,864	2.9%
Less: Material Cost	1,562	1,360	14.8%	1,287	21.4%	5,515	5,273	4.6%
Material Margin	721	701	2.9%	611	18.0%	2,580	2,591	-0.4%
as a % of Net Sales	31.6%	34.0%		32.2%		31.9%	32.9%	
Employee Cost	176	168	5.0%	170	3.7%	681	639	6.6%
Advertisement & Sales Promotion	62	66	-6.6%	67	-7.6%	303	306	-0.8%
Other Expenses	213	199	6.6%	179	18.8%	768	745	3.2%
EBIDTA	271	267	1.2%	195	38.6%	827	901	-8.2%
as a % of Net Sales	11.9%	13.0%		10.3%		10.2%	11.5%	
Less: Depreciation & Amortization	45	40	12.9%	44	2.5%	172	153	12.4%
EBIT	226	228	-0.8%	152	49.0%	656	748	-12.4%
as a % of Net Sales	9.9%	11.1%		8.0%		8.1%	9.5%	
Less: Finance Cost	9	13	-26.7%	8	12.0%	44	60	-27.2%
Add: Other Income	16	16	0.3%	13	23.7%	66	68	-3.9%
Less: Exceptional Items	716	0		20		756	0	
Profit Before Tax	-484	231	-309.5%	136	-455.5%	-79	756	-110.5%
as a % of Net Sales	-21.2%	11.2%		7.2%		-1.0%	9.6%	
Profit Before Tax (excl exceptional item)	232	231	0.7%	156	48.9%	677	756	-10.5%
as a % of Net Sales (excl exceptional item)	10.2%	11.2%		8.2%		8.4%	9.6%	
Tax Expenses	47	59	-19.6%	35	35.6%	151	192	-21.2%
Net Profit	-531	172	-409.2%	101	-625.8%	-231	564	-140.9%
as a % of Net Sales	-23.3%	8.3%		5.3%		-2.9%	7.2%	
Net Profit (excl exceptional item)	172	172	0.3%	116	48.5%	502	564	-10.9%
as a % of Net Sales (Excl exceptional item)	7.5%	8.3%		6.1%		6.2%	7.2%	
Basic EPS	(8.29)*	2.63*		1.53*		-3.76	8.64	

Public Note: Exceptional items pertain to Baroda plant restructuring costs of Rs. 20 Cr in Q2FY26; new labour code of Rs. 20 Cr in Q3 FY26 and Rs.716 Cr in Q4FY26 towards impairment of investment in Butterfly Gandhimathi.

List of Acronyms

Acronym	Definition
AQI	Air Quality Index
B2B	Business-to-business
B2C	Business-to-consumer
BEE	Bureau of Energy Efficiency
BLDC	Brushless Direct Current
CAD	Current Account Deficit
CPI	Consumer Price Index
EBIT	Earnings Before Interest and Taxes
EBITDA	Earnings Before Interest, Taxes, Depreciation and Amortization
ECD	Electrical Consumer Durables
E-com	Electronic Commerce
GST	Goods and Services Tax
GT	General Trade

Acronym	Definition
GTM	Go-to-market
LDA	Large Domestic Appliances
LED	Light Emitting Diode
MOR	Modern Organized Retail
OOH	Out-of-Home
PAT	Profit After Tax
PBT	Profit Before Taxes
Q-com	Quick Commerce
SDA	Small Domestic Appliances
SECI	Solar Energy Corporation of India Ltd.
SKA	Small Kitchen Appliances
TAM	Total Addressable Market
TPW	Table, Pedestal and Wall
VRS	Voluntary Retirement Scheme

Registered Office:

Crompton Greaves Consumer Electricals Ltd,
Godrej Business District, Plot No. 05,
Pirojshanagar, Near Gate No. 2B, LBS Marg,
Vikhroli West, Mumbai 400 079

Thank you



For any query, please write to us at:

Company:

crompton.investorrelations@crompton.co.in

Connect with us on www.crompton.co.in

